

STEPHENVILLE TYPE B ECONOMIC DEVELOPMENT AUTHORITY
Special Meeting by Video Conference
Stephenville, Texas
Friday, April 03, 2020

The Stephenville Type B Economic Development Authority convened on Friday, April 3rd, 2020 by video conference providing a live feed for the purpose of a regular business meeting, with the meeting being open to the public and notice of said meeting, giving the date and time, place and subject thereof, having been posted as prescribed by Chapter 551, Government Code, Vernon's Texas Codes Annotated, with the following members present, to wit:

President:	Shelby Slawson
Vice President:	Chris Gifford
Treasurer:	Fisher Rinderknecht
Secretary:	Marion Cole
Directors:	Malcolm Cross Justin Haschke

Also in attendance: ex – officio members Jeff Sandford and Assistant Director Ashleigh Feuerbacher.

- I. **Call to Order.** The meeting of the Stephenville Type B Economic Development Authority was called to order at 9:34 a.m. by President Slawson. At this time President Slawson also read and accepted a resignation letter submitted by Mr. Pete Cooper.

- II. **COVID 19 discussion and planning.** Sandford opens the meeting by stating SEDA staff had worked with 33 businesses over the past week. The contact and communication with the local business community, which included businesses of all sizes and situations, contributed to the development of a new assistance plan. The SEDA ReSTART Program covers three areas :
 - 1) PPE supply issues
 - 2) Resource guidance and information
 - 3) Marketing program for the recovery period.ReSTART Action Items:
 - 1) SEDA secured 55 gallons of hand sanitizer to distribute to businesses for their use. SEDA is also working to acquire thermometers to monitor employees and or customers. SEDA has also been in contact with medical professionals and others to determine the medical needs.
 - 2) Communication assistance is also being provided in the form of zoom webinars, social media posts and direct emails. Additionally staff is receiving daily updates from multiple agencies to bring up to the minute information to the business community.
 - 3) SEDA staff has enlisted a retail marketing firm to engage in our market for data analytics and psychographics. Sandford announced that SEDA will be able to provide a license for the software to every Stephenville business that is interested in signing up. Additionally, Staff is requesting a budgetary allocation to assist in the marketing expense incurred for participating businesses. This request stays true to the recommended path of delivering a hand up not a handout. Additional Board input included the following; Haschke mentioned that taking employee or customer temperatures is going to be required at point of entry in some places. Rinderknecht spoke to the third point in the ReSTART program and volunteered to assist staff in reviewing the marketing software prior to the launch to ensure success. Slawson asked staff to create guidelines that address multiple scenarios for business participation. The board briefly discussed a timeline for a successful recovery project. Slawson asked for a motion based on the topics discussed thus far.

III. Action taken on items discussed

Motion by Chris Gifford, second by Marion Cole to authorize \$20,000 from our fund balance to be allocated for the purchase of Personal Protective Equipment items necessary for our local community, as the need arises. Motion passes.

Motion by Chris Gifford to approve the purchase of 55 gallons of hand sanitizer and the first 40 thermometers and covers. Motion withdrawn.

Amended Motion by Justin Haschke, second by Chris Gifford to amend the motion to include the purchase of 55 gallons of hand sanitizer up to the amount of \$2500.00 and to include an amount of up to \$2,000 for thermometer procurement. Motion passes.

Motion by Chris Gifford, second by Justin Haschke, to allocate \$50,000 to assist businesses in targeted marketing thru SEDA's Buxton software, with a cap of \$500 per business. Motion Passes.

- IV. **Adjourn.** In closing, Sandford thanked the Board for their efforts in allocating approximately \$125,000 through phase 1 of the ReSTART program on behalf of the Stephenville business community. Slawson adjourned the meeting at 11:07 a.m.

Shelby Slawson, President

Marion Cole, Secretary